



Tempe Today



a community newsletter

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September 2006

Tempe Tardeada celebrates Hispanic heritage



Tardeada means “Sunday afternoon dance,” but Tempe is offering much more than a dance when it celebrates its Hispanic heritage from noon to 8 p.m. on Sunday, Oct. 8. The 8th Annual Tempe Tardeada will be held at the Tempe Community Complex, 809 E. Southern Ave., on the southwest corner of Southern Avenue and Rural Road. The festival provides an opportunity to experience the legacy of Tempe’s Hispanic culture through music, dance, art and exhibits. This vibrant afternoon festival and social dance features continuous entertainment, dancing to take part in or watch, traditional Mexican foods and children’s activities.

The day provides a family-friendly atmosphere with free children’s arts and crafts, face painting and inflatables available all day. The Tardeada food court will tempt you with a variety of delicious and affordable food. Entertainment will include the award-winning Pan Americana Salsa & Merengue Orchestra, Chapito Chavarria & His Orchestra, colorful folklorico dancers and mariachis. Admission is free. For more information, visit www.tempe.gov/tardeada or call 480-350-8979.



Architect: Michael Wilson Kelly Architects, Ltd Photographer: Bill Timmerman

North Tempe Multigen Center now open

The North Tempe Multigenerational Center opened July 31, becoming a haven for children, seniors and all ages in between to recreate, socialize and learn. The facility features a fitness center, senior center, library resource center, computer lab, gymnasium and community classrooms. Programs are available for all age groups from preschool to older adult.

“It’s a community facility and in a community you have multi-generations,” said Community Services Supervisor Kathy Berzins. “We want to make it for the entire community to use.”

The 30,000-square-foot facility is located at 1555 N. Bridalwreath St., south of McKellips Road and east of Scottsdale Road. The center will be formally dedicated by members of the Tempe City Council and the community on Saturday, Sept. 30, at 9 a.m.

The Tempe Elementary School District, Tempe Community Action Agency, the Boys and Girls Club of the East Valley, Tempe Family YMCA, Chicanos Por La Causa, Maricopa County Head Start, ASU College of Nursing and the City of Tempe have partnered to provide various programs at the facility. The North Tempe Neighborhood Association also was instrumental in the center’s creation.

“This project is a perfect example of how community partnerships can be formed to benefit so many,” said Mayor Hugh Hallman. “By listening to the voices of all the people, we are able to create a future with the greatest quality of life for everyone. The North Tempe Multigenerational Center gives back to our community every day, in very pragmatic, very human terms.”

Each week, the facility’s hours of operation will be: Monday – Thursday 8 a.m. to 9 p.m.; Friday 8 a.m. to 8 p.m.; Saturday 10 a.m. to 5 p.m.; and Sunday 1-6 p.m. For more information, call the North Tempe Multigenerational Center at 480-858-6500.



34th Annual Way Out West Oktoberfest

Get your cowboy boots and lederhosen ready! The Way Out West Oktoberfest rides through town Oct. 6-8 at Tempe Beach Park. Mixing Bavarian and cowboy culture, the event offers polka, bratwurst and German beers along with western music, hot dogs and Budweiser. Benefiting Tempe Sister Cities, this free, three-day event attracts more than 200,000 people a year.

Activities for the whole family are available. The "Kinderfest" area features craft activities, bouncy rides, carnival games and rides, a splash playground waterpark, dance lessons and more. Everyone can enjoy the free live music at the Main and Polka Stages during the day. On Friday and Saturday nights, adults can listen to free live music and step inside the International Beer Garden to taste different flavors of beer.

The event will run:

- Friday, Oct. 6, from 5 p.m. to midnight
- Saturday, Oct. 7, from 10 a.m. to midnight
- Sunday, Oct. 8, from 10 a.m. to 6 p.m.

For more information, call 480-491-FEST or visit <http://www.wowoktoberfest.com>.

Development Review Commission streamlines public input

Tempe's Development Review Commission held its first meeting July 25. The seven-member board replaces the Planning and Zoning Commission, Design Review Board and Redevelopment Review Commission to make it easier for residents to provide input on proposed development projects. The commission also makes recommendations on requests related to re-zonings and land use policies heard by the City Council. The commission includes: Charles Huellmantel, Chair; Vanessa MacDonald, Vice-Chair; Monica Attridge; Tom Oteri; Stanley Nicpon; Heather Carnahan; and Mike DiDomenico. Alternates include Dennis Webb, Todd Marshall and Peggy Tinsley. The meetings, televised on Tempe 11 and live on the city Web site, are held the second and fourth Tuesdays of the month at 7 p.m. For more information, visit www.tempe.gov/tdsi/DRC.

Cinderella Affair recognized with partnership award

Since 2002, dreams have come true for high school girls in the Valley who otherwise would not have been able to afford prom dresses. The Cinderella Affair was the brainchild of Cheryl Hornyan, Gloria Fox and their daughters. They enlisted the help of Tempe Community Council and the City of Tempe Parks and Recreation Department to set up a program to gather donated prom dresses and give them to girls in need.

The program was recognized in August by the Arizona Parks and Recreation Association with the 2006 Partnership Award.

More than 2,000 dresses are in storage today, thanks to the enthusiastic support of the original partners, along with the East Valley Women's League and the Valley community. More than 100 volunteers offer their services to the program each year. Every March at the Pyle Adult Recreation Center, volunteers help girls select the right dress, shoes and accessories while a sewing group, the Needlewielders, provides on-the-spot alterations.

Western States Dry Cleaning and Launderers Association provides free dry cleaning once a dress is selected. The United Phoenix Firefighters Charities and the Tempe Diablos financially support the program. In 2004, Mr. Formal began offering 50 free tux rentals for male students needing prom attire. Last year's prom season served students from 43 Valley high schools, including public, private and charter, as well as schools in Florence and Prescott. For more information, call 480-858-2310 or visit www.CinderellaAffair.org.

Rental tax change effective October 1

Effective Oct. 1, all residential rentals in Tempe will be subject to the city's 1.8 percent privilege (sales) tax, regardless of the number of units owned. Previously, the tax only applied to an individual who owned two or more residential rental units in Arizona with one of the rentals located in Tempe.

To help citizens understand this ordinance change, the Tax & License Division will hold free, one-hour information seminars in City Council Chambers at Tempe City Hall, 31 E. Fifth St. Seminars will be held Wednesday, Sept. 13, from 10-11 a.m., 2-3 p.m. and 7-8 p.m. For more information on this change, contact 480-350-2955.

Tempe property tax adopted

The Tempe City Council approved new property tax rates at its July 20 meeting. As a result, the total primary and secondary property taxes were held to \$1.40 per \$100 of assessed valuation. The primary property tax rate, which is used for general city services, was increased by 2 percent. The annual effect for a \$100,000 home would be from \$50.81 to \$51.83. To offset this increase, the Council decreased by 2 percent the secondary property tax rate, which is used to repay debt. By adjusting the secondary tax rate, property owners will only experience an increase due to assessed valuation growth. Of a resident's total property tax bill, the majority goes to school districts and Maricopa County. If you have questions about Tempe's property taxes, please call the city's Financial Services Department at 480-350-8350.

Tempe celebrates TIM's 10th

The City of Tempe transit program, Tempe in Motion (TIM), will celebrate its 10th anniversary on Saturday, Sept. 16, from 9 a.m. to noon, on Fifth Street between College and Forest avenues. Free food and artist-designed T-shirts will be handed out to participants. Activities include face painting, a tie-dye activity, environmentally-friendly vendor demonstrations and music. On one Tempe city bus, participants will be asked to place their handprint on the outside of the bus. This bus will be incorporated into the Tempe fleet and will be used in daily city routes. Also, throughout the day in Tempe, bus rides will be free to everyone.

As part of the TIM Turns 10 celebration, the city will hold a groundbreaking ceremony for the Tempe Transportation Center. The Transportation Center, which is scheduled to open in spring 2008, will be located at Fifth Street and Forest Avenue and will include a mixed-use, three-story, 40,000-square-foot building, an exterior shaded courtyard and a transit plaza serving the new Metro light rail, and local and regional bus patrons. For more information, call 480-350-2775 or visit www.tempe.gov/tim.

View Tempe Today online at:
<http://www.tempe.gov/tempetoday>

Reels & Wheels free movie series

Tempe will hold its annual Reels & Wheels free movie series at Sixth Street Park, located at Sixth Street and Mill Avenue, this fall. The following movies will be shown every Wednesday at 6:30 p.m. from Oct. 11 to Nov. 15:

- 50 First Dates, Oct. 11
- War of the Worlds, Oct. 18
- Anchorman, Oct. 25
- Wedding Singer, Nov. 1
- The Mask, Nov. 8
- Pee Wee's Big Adventure, Nov. 15

All movies are rated PG or PG-13. Blankets, chairs and food are permitted. People are encouraged to ride the bus or bike to the movie. All participants are eligible to win free prizes donated by Ehrhardt's Schwinn, Tempe in Motion, Downtown Tempe Community and Slices Pizza. The free raffle will be held at 6:15 p.m. Sponsors include Phoenix New Times and City of Tempe Parks and Recreation Department.

For information on the free movie series, call 480-350-5200 or visit www.tempe.gov/pkrec/movies.htm. For information on bus routes and schedules, call 602-253-5000 or visit www.valleymetro.org.



President Theodore Roosevelt gave a speech at the Tempe Normal School on March 20, 1911.

Arizona State University

In 1885, the Arizona Territorial Normal School was founded in Tempe. Constructed on a 20-acre cow pasture, it was originally designed as a school to train public school teachers and to provide instruction in agriculture and machinery.

By 1901, Arizona Territorial Normal School changed its name to the Normal School of Arizona. The school grew and curriculum and degrees changed. One of the most progressive leaders throughout the school's history, Arthur John Mathews, began his tenure as principal, then president, from 1900 to 1930. He constructed 18 buildings for the campus, six of which are still in use. He also started Palm Walk, a famous walkway on campus, adorned with hundreds of palm trees. In 1911, during Mathews' tenure, President Theodore Roosevelt visited the Normal School and spoke on the steps of Old Main. At that time, Arizona was still a territory and would become a state the next year.

The school's name changed frequently in the next few decades, but by 1958 the school received authorization by an act of the governor to become Arizona State University (ASU).

In 2002, Michael Crow became president of ASU and began transforming it into a "New American University" with a focus on promoting research.

Calendar

City Council Meetings

The September/October schedule for Tempe City Council meetings

September 7

6 p.m., Issue Review Session
7:30 p.m., Council Meeting

September 21

6 p.m., Issue Review Session
7:30 p.m., Council Meeting

October 5

6 p.m., Issue Review Session
7:30 p.m., Council Meeting

October 19

6 p.m., Issue Review Session
7:30 p.m., Council Meeting

Meetings are aired live on Tempe 11 and the Internet at www.tempe.gov/tempe11.

City Council meetings are held in the Council Chambers at City Hall, 31 E. Fifth St. Agendas are posted 24 hours before each meeting outside the Council Chambers and on the second floor of City Hall. Meetings are subject to change. Confirm dates and times with the City Clerk's Office, 480-350-8241 or on the Web site at www.tempe.gov/clerk.

Tempe City Council

Hugh Hallman, Mayor

Hut Hutson, Vice Mayor

P. Ben Arredondo, Councilmember

Barbara J. Carter, Councilmember

Shana Ellis, Councilmember

Mark W. Mitchell, Councilmember

Onnie Shekerjian, Councilmember

Will Manley, City Manager

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To contact the Mayor and Council, call 480-350-8110. To learn more about the City of Tempe, visit our home page at www.tempe.gov.

City of Tempe
31 E. 5th St., Tempe, AZ 85281

News you can use

Tempe and local school districts to hold 8th Annual Walk to School Day

On Oct. 4, thousands of children and parents will take part in Tempe's 8th Annual Walk to School Day. Students and parents at participating Tempe schools will walk to school between 6:30 and 8:15 a.m. to promote community involvement and a healthier environment. Tempe City Councilmembers, Tempe and Kyrene elementary school board members and other officials will join students and parents to plant trees. This demonstration will show how trees make walking more pleasant and help the environment. Following the tree planting ceremony at each school, students and parents will enjoy a free breakfast. For more information on Walk to School Day, call the City of Tempe transit office, Tempe in Motion, at 480-350-2775 or visit www.tempe.gov/tim.

Crime prevention event at Arizona Mills

On Sept. 30, the Tempe Fire and Police departments are working together to help prevent fires and crimes. From 11 a.m. to 3 p.m., Tempe firefighters and police officers will be in the Arizona Mills Mall food court and the mall parking lot handing out information about crime and fire prevention, and water safety. There will be free fingerprint kits for children and free VIN etching. The public will be able to register for the "Watch Your Car" program, so bring your vehicle registration. October is National Crime and Fire Prevention Month – get prepared to protect yourself and your family. For more information, visit www.tempe.gov/cpu.

ASU FestDevil Homecoming Gala

The Tempe Chamber of Commerce and ASU Alumni Association invite you to the 3rd Annual ASU FestDevil Homecoming Gala presented by Chase. Join 500 business leaders, elected officials and ASU dignitaries on Friday, Oct. 20, for an elegant evening to celebrate the partnerships between ASU and the business community at the PERA Club, One E. Continental Dr. The cocktail reception and silent auction will begin at 6:30 p.m. and dining and dancing will start at 8 p.m. The event costs \$150 per person and a table of 10 costs \$1,500. For more information, call the Tempe Chamber of Commerce at 480-736-4283.

Light the Night for Leukemia

Sponsored by the Frank Kush Youth Foundation and Arizona Governor's Council, this 5K held on Oct. 14 at Tempe Town Lake includes a walk and a run for families and their dogs. This annual event is held in honor of Frank Kush, the famous former Arizona State University football coach who believes in the importance of physical activity. Registration begins at 7 a.m. The run starts at 8:30 a.m. and the walk follows. For more information, call Andy Dzurinko at 480-921-9341.

Free xeriscape workshops

The City of Tempe is offering free workshops on xeriscape landscaping. Water is precious in our desert climate and it can be expensive to grow non-native grasses and plants. At the workshops, which will be held from 9 a.m. to 2 p.m., participants will learn how to plant and care for hardy, drought-resistant landscaping:

- Saturday, Sept. 23 – Basics of designing and converting to a xeriscape landscape
- Saturday, Sept. 30 – How to choose and maintain xeriscape plants
- Saturday, Oct. 7 – Drip irrigation design, installation and maintenance

Participants will receive a free xeriscape workbook, brochures and information on drip irrigation and maintenance. The workshops will be held in the Community Room of the south Tempe police substation, 8201 S. Hardy Dr. Registration is required by calling Richard Bond of the City of Tempe Water Conservation Office at 480-350-2627.